

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

October Will Find This Store Splendidly Ready With Autumn Outfittings

No One Can Tie Too Tight the Knot of Actual Truth

A man may give himself liberties, saying that "business is business, I am bound to take care of myself" and "the buyer must look out for himself," but, in the long run, the seller will find that he is standing in his own light.

Uprightness is even better capital than executive ability.

This business has taken sixty (60) years to get its present growth and make its present place.

[Signed]

John Wanamaker

September 30, 1920.

New Fall Coatings Are Hurrying in Fast

Least the cold weather should come before they are made up into warm coats and wraps. These are some of the newest and most fashionable.

Bolivias, \$12 and \$18 a yard. Velours, \$3.50 to \$7.50 a yard.
Camel's hair, \$15 a yard. Silvertones, \$3.75 to \$6 a yard.
Wool duvetyne, \$12 and \$14 a yard. Plaids, \$6.50 to \$15 a yard.

(First Floor, Chestnut)

Gloves for Her to Wear Right Now

Those suede gloves, finished like mochas, are not only good looking, but they are excellent for wear, because the skins are sturdy and the gloves cut so they will be very comfortable and fit well, too.

Short suede gloves in tan, gray or beaver, \$1.85 a pair.
Slip-on style, in the same shades, \$2.50 a pair.

Eight-button mousquetaire length, gray or tan, \$3.50 a pair.

If she wishes a dress glove there are some fine French kidskins, pique sewn and two clasp, in white or black with contrasting embroidery, or overseam sewn in black, white, tan, and brown or black with white and white with black embroidery at \$3 a pair.

(Main Floor, Central)

Distinguished New Tailor Suits Show the Moyen Age Waist

Paris has introduced this long, straight waistline, the drooped shoulder and high choker collar that go with it and all the other new features that make these beautiful new suits as different from last year's as day from night.

And then there are the coat panels! The most fascinating panels, square, rounded and slashed, but always trimmed with rows upon rows of braid, stitching of the most elaborate kind and hand embroidery.

In these, the finest suits we have so far received, the materials are peachbloom, plain and checked velours, duvetyne, plain and pin-striped tricotines, and many are fur trimmed. \$87.50 to \$385 are the prices.

(First Floor, Central)

Women's New Evora Wraps Fur-Trimmed at \$157.50

Very beautiful wraps they are, with much stitching and huge cape collars of wolf fur. And to make them even warmer for chilly weather they are silk lined and also inter-lined.

One of the best manufacturers we know had these wraps made for us during his dull season, and that means that the price is considerably less than it would be otherwise.

Havana brown, Zan-zibar brown, black or navy.



(First Floor, Central)

New Silver Jewelry Aglow With Rhinestones

Gay, pretty bits of jewelry are these, that will brighten a dark frock or add a dainty touch to her new blouse. They are all of sterling silver, in new designs, set with rhinestones.

Bar pins are \$7 to \$33.
Brooches, \$7.50 to \$16.
Bracelets, \$5 to \$36.

Rings, \$2.75 to \$12.
Earrings, \$8 to \$14.
Bow-knot brooches, \$8 to \$40.

(Jewelry Store, Chestnut and Thirteenth)

NEW SILK SCARVES SAY THEY ARE JAPANESE

For they are hand embroidered in the most Japanese-like designs of dragons, wistaria, cherry blossoms and so on.

They are made of the softest silk, some being shaded in color and the ends have deep hand-knotted fringe.

In yellow, maize, violet, orchid, coral and pink. \$15 to \$30.

(Main Floor, Central)

New Books

"People of Destiny," by Philip Gibbs. \$2.

"The Vacation of the Kolwyns," by William Dean Howells. \$2.

Charles E. Chapin's Story, Written in Sing Sing Prison, with an introduction by Basil King. \$2.50.

"An American's London," by Louise Closser Hale. \$2.

(Book Store, Main Floor, Thirteenth)

LOVELY CREPE DE CHINE NEGLIGES, \$12.75

Just one hundred of them—lustrous, dainty negligees of crepe de chine in shell pink, orchid, French blue and black.

They are full length, and are finished with frills around the neck, down the front, on the sleeves and on the pocket.

\$12.75 is a special price for them, of course.

(Third Floor, Central)

HUNDREDS OF COLORED HANDKERCHIEFS AT 50c

Women who like colored handkerchiefs will surely like these, for they are of sheer, fine quality linen in the prettiest colors—ray pinks, soft blues, tans, yellows, green and other hues. Some have colored centers and white designs, some have white centers and colored borders, some are solid colors. Quite a few hand-dome hems and hand embroidery also.

With them are some white handkerchiefs with one corner hand embroidered and a touch of color.

Save half as much as you pay!

(West Aisle)

250 BLANKET BATH ROBES FOR WOMEN, \$5 EACH

Samples and overlots—good bathrobes that are unusual indeed for this price.

They are in light shades, many satin trimmed, and just the weight that will soon be wanted for cool Fall mornings.

(East Aisle)

ENGLAND HAS SENT SOME SOCKS FOR CHILDREN

Plain white wool and cotton three-quarter length hose \$1 a pair for size 4½ and rise 10c a pair up to size 6½.

Plain cashmere in white and dark tan, \$1.60 a pair for size 4½, rise 10c a pair up to size 10.

Cashmere socks in all-over Tartan stripes, plain white with Tartan striped tops and cadet blue and tan with white stripes, \$1.75 a pair.

Plain full-fashioned cotton stockings in black and cordovan, \$1.75 a pair.

White, dark tan and cadet blue socks with fancy clocks, \$2.50 a pair.

(First Floor, Market)

Fine Dining-Room, Bedroom and Living-Room Suits at 30 to 50 Per Cent Less Feature the Unusual Furniture Occasion

This very unusual movement in furniture is particularly strong in high-grade suits for dining rooms, bedrooms and living rooms. The choice of these at savings of 30 to 50 per cent is the most notable we have known in a long time.

For homes desiring fine suits of this kind the offering is the most favorable in several years. We are keeping the assortments well replenished. For every suit that has been sold so far we have added another equally attractive, and equally remarkable at the price.

Dining-Room Suits

Walnut suits, in Jacobean style, consisting of buffet, china closet, side table, extension table and six chairs, \$1100.

Walnut suit, in Queen Anne style, consisting of buffet, china closet, side table, extension table and six chairs. \$800.

Other Dining-Room Suits at 30 to 50 Per Cent Less

Sheraton dining-room suit, 10 pieces, \$1000.

Adam motif suit, 12 pieces, \$2300.

Queen Anne mahogany suit, 10 pieces, \$500.

Queen Anne mahogany suit, 10 pieces, \$750.

Sheraton mahogany suit, 10 pieces, \$725.

Heppelwhite mahogany suit, 10 pieces, \$550.

Walnut suit, 10 pieces, \$408.

Chippendale suit, 10 pieces, \$1400.

Italian Renaissance suit, 10 pieces, \$590.

(Fifth and Sixth Floors)

Bedroom Suits

American walnut suit, consisting of bureau, full-size bed, toilet table with triple mirrors, chiffonier, bench and chair, \$310.

Antique walnut Louis XV suit consisting of bureau, chiffonier, full-size bed, toilet table, night table, bench and chair, \$880.

Ivory enamel suit, Louis XVI style, consisting of bureau, full-size bed, chiffonier, night stand, vanity dresser, two chairs \$1010.

Other Bedroom Suits at 30 to 50 Per Cent Less

Mahogany bedroom suit, 4 pieces, \$275.

Walnut bedroom suit, 4 pieces, \$400.

Mahogany suit, 6 pieces, \$460.

Adam motif suit, 5 pieces, \$525.

Louis XVI motif ivory enamel suit, 5 pieces, \$675.

Ivory enamel suit, 7 pieces, \$750.

Walnut Louis XVI suit, 11 pieces, \$1350.

You Can Still Choose From the Wonderful London Overcoats at \$40 to \$85

They are the famous Kenneth-Durward English top coats. The coats at \$40, it is fair to say, are chiefly light and medium weights, but at \$50, \$60 and on upward to \$85 there is abundant choice of the great fleecy ulsters that are so desirable for heavy winter weather.

At this price these coats of this special purchase are actually lower than domestic-made overcoats can be bought for at this time.

But such an opportunity is never likely to occur again—it is the chance of a lifetime.

(The Gallery, Chestnut)

Beautiful Pickard Ware Just Opened

For seekers after October bridal gifts this new collection affords a large and fascinating field of choice. The pieces are rich in decorations of coin gold on china and the assortment is wonderfully diverse, embracing things of beauty and charm at prices to suit all purses.

Vases, jugs, bowls of all kinds, cake plates, bonbon dishes, teapots, sugar and cream sets, celery trays, cups and saucers, salt and pepper shakers, and so on, at \$2.50 to \$75 apiece.

(Fourth Floor, Chestnut)

Those Convenient Table Beds at Half Price

Wonderfully convenient and ingenious things which when closed serve as tables for libraries or living rooms and when opened as beds, each being equipped with spring and mattress.

Can be had in either oak or mahogany.

Now marked at half price, \$46, \$51, \$55, \$57.50, \$62.50, \$70 and \$80.

(Sixth Floor)

SOME GOOD BED MUSLINS YOU CAN BUY FOR LESS

And this is when many houses are being made ready for winter and extra supplies are most needed.

Pillow cases, 42 x 36 inches, 65c
42 x 38½ inches, 70c
45 x 38½ inches, 75c

Sheets, 63 x 99 inches, \$2.55
72 x 99 inches, \$2.95
81 x 99 inches, \$3.25
90 x 99 inches, \$3.55
90 x 108 inches, \$3.80

(First Floor, Chestnut)

You Men Who Simply Must Have New Fall Suits—

it will pay you to keep the fact always in mind that whether markets are high or low or in-between, the aim of this Clothing Store is to give you the largest, finest and safest measure of value and satisfaction to be had anywhere for your money, and we were never more certain of being able to do just that than we are now.

The new Fall suits here in large selection are a good reason for our confidence—we could hardly wish for a better one.

The new suits—\$40 to \$95.

(Third Floor, Market)

Men's English Linen Collars at 50c

A full shipment of these good-looking, serviceable collars at a price we should have to pay for them wholesale if we bought them now.

(Main Floor, Market)

Another Lot of Men's Fine English Half Hose

\$1.25 a pair for black, navy and tan luster cotton.
\$1.50 for fine unbleached cotton and heavy heather mixed wool.

\$1.75 for black cotton and medium and heavy weight ribbed wool in gray, heather and white.

\$2 for fine soft unbleached cotton and medium and heavy weight ribbed wool in gray, heather and Lovat.

\$2.25 for medium-weight ribbed wool in black and navy.

\$2.50 for mixed black, navy and gray ribbed wool and plain gray, heather, tan and Lovat ribbed.

\$2.75 for heavy gray and heather ribbed wool.

\$3 for plain black lisle and medium and heavy ribbed wool in black, tan, reseda and heather.

\$3.50 for artificial silk and wool mixed ribbed in various shot mixtures.

\$4 for medium and heavy ribbed wool in gray, heather and Lovat.

\$5 for fancy top wool golf stockings.

\$7 for plain top ribbed wool golf stockings.

(Main Floor, Market)

Men's Fine Imported Derby and Velour Hats

We have just unboxed a notable importation of derby and velour hats for men. They are kinds that have always been high in favor but recently we were unable to get them.

The derby hats are the famous "featherlight" derbies, very light in weight and flexible, and the most comfortable derby hats made. Their style, too, is excellent and the black is a real black.

Price \$12.

From the same maker we have velour hats that are notable alike for their beauty and moderate price.

The fabric is silky and fine, not fuzzy, as in inferior velour hats, and the colorings are inimitable. In addition to the usual black, brown and green there are light shades not found in any but the fine foreign hats.

Price \$18.

(Main Floor, Market)

Best Washable Bath Robe We Know of for Men

It is the one made in our Custom Shirt Factory of flannel we import from England. The fabric washes beautifully and does not shrink and being made up by expert needlewomen during lulls in the shirt business, the workmanship is notably fine.

These bath robes are light enough to pack in a traveling bag, yet warm enough to be a protection on a cool morning. In design they are unobtrusive stripes.

Price \$16.50.

(Main Floor, Market)

PRE-WAR PRICES ON BRIEF CASES

Good-looking, well-made cowhide brief cases in brown and mahogany, all with extension locks and all solid leather, not split leather, backed.

Sizes 14 to 16 inches, with one or three pockets, \$6.50 to \$10.

(Main Floor, Chestnut)

A Good Cotton Mattress for a Third Less

Because of a recent favorable purchase we are offering felted cotton mattresses of excellent grade at one-third less than the regular price. These are ready for delivery.

You are advised to select at the earliest moment.

Double-bed size, \$18.50. Medium single-bed size, \$15.25.

Large single-bed size, \$16.

(Sixth Floor, Chestnut)

New Guns for Old Gunners; Good Guns for New Gunners

The hunting season has been open for several weeks and soon will be wide open. Any Nimrod who needs new guns or ammunition will find good selection here.

Fox, Parker, Winchester, Remington and other makes of shotguns, single and double barrel, \$10 to \$750.

And a complete assortment of hunting clothing.

Winchester, Remington and Savage rifles in many models and calibers. Peters, Western Winchester and U. M. C. shells in all gauges and leads.

(The Gallery, Juniper)



AMERICAN LADY CORSETS KEEP THEIR SHAPE WELL

As long as the corsets last you can depend upon their retaining their fashionable straight lines and their good shape. They are boned with an especial kind of resilient boning to insure this.

The new models include one of pink coutil with low bust, extra long hip and back and reinforced in front, suitable for larger women, \$9.

Also another model in pink coutil with graduated front steel, low bust and long skirt, \$5.

(Third Floor, Chestnut)

400 SAMPLE UNDER-GARMENTS FOR WOMEN—INTERESTINGLY PRICED

Snowy nightgowns and chemises in any number of good styles, also some dainty crepe de chine garments in flesh pink, all a third under the usual prices.

The styles are many and varied, there is a wide variety and it is an excellent opportunity to get supplies for the coming season.

(East Aisle)

Last Word in Sports Coats Slip-Ons and Scarfs

The very things that tourists would rave over if they saw them in London and Paris—and that is where they would see them.

These were hurried post haste from Switzerland and are here in time for cooler evenings. All are hand knitted, of wool.

\$12 for a striking blouse sweater.

\$18 for a high neck, long sleeve slip-on or a sailor collar slip-on with short sleeves and tinsel trimming.

\$18.35 for a novelty blouse sweater.

\$35 for a heavy all-over figured wool coat, splendid for golf.

\$7.50 for scarfs in various colors and stripes.

All the coats and slip-ons are in various colors, too.

(First Floor, Market)

1200 Fresh White Shirtwaists \$2, \$2.85 and \$5.85

Two groups of well-made and attractive shirtwaists, in styles that women are asking for just now to wear with their Autumn and Winter suits.

1100 Waists, \$2 and \$2.85, are of white voiles and other good cottons, trimmed with embroidery and laces, and some with real lace. The styles are quite varied and there is good choosing.

100 Hand-Made Waists, \$5.85, are of soft and snowy batiste, are made entirely by hand, and are trimmed with real filet lace.

(East and West Aisles)

A Thousand Silk and Cotton Petticoats, \$1.85 to \$6

All kinds of petticoats are included in this group—mohairs, silk jersey petticoats, megalines, taffetas and mercerized cottons.

There are many styles, there are black as well as colored petticoats, and they are all much below the usual prices.

(East Aisle)